Why Leapwork?
Mission

We build the world’s most accessible automation platform through relentless innovation, to eliminate all tedious, mundane computer work.
Enterprises are digital first

It means...

- More software is being built and customized
- Higher velocity on release processes and change mgmt
- 24h testing is required to minimize risk and increase time to market

However there is a bottleneck...

- 25% of total IT spend is within testing / quality assurance
- Only 15% of all testing is automated today
- 85% of testing are manual inhouse/outsourced
Test Automation coverage is **growing slowly**

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**Test Automation Coverage in France**

- 10% to 25%
- 25% to 50%
- 50% to 75%
- > 75%

<table>
<thead>
<tr>
<th>Year</th>
<th>&lt;10%</th>
<th>10 to 25%</th>
<th>25 to 50%</th>
<th>50 to 75%</th>
<th>&gt; 75%</th>
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<tbody>
<tr>
<td>2013</td>
<td>100%</td>
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<tr>
<td>2017</td>
<td>90%</td>
<td>10%</td>
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<td>2021</td>
<td>70%</td>
<td>30%</td>
<td>10%</td>
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No much change in the past 10 years

- **1** out of 3 companies automate more than a 25% of their tests
- **2** out of 3 companies automate less than 25% of their tests

Even if in 2013 for most companies, test automation was considered as a high priority to improve their testing strategy

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Source: Enquêtes CFTL sur les pratiques des tests logiciels de 2013 (La Taverne du Testeur) Résultats enquête 2021/2022 (CFTL)
But automation software is complex and hasn’t kept up

8 out of 10 testers are business users who can’t code

“Technical users” are not programmers

Code always requires heavy maintenance, which prevents scaling
Test Automation is now a fundamental requirement

“Looking at larger companies that are meeting their automation targets, we found three distinguishing factors: they make automation a strategic priority, focus on people as much as technology, and develop an operating model that enables scaling”

McKinsey & Company
The Imperatives for Automation Success | August 2020
We solved this challenge with our no-code language

“We went from 9 days cycles to 2 hours because of Leapwork – and we built it in just one day!”

Brian McCreadie, Vanguard
Why Leapwork? **Key Capabilities**

**Visual language. No code**
- More regression testing
- Faster release cycles
- Better test coverage and quality

**Low maintenance**
- Hyper-visual debugging
- Share reusable processes
- Use external data easily

**End-to-end & cross-technology**
- Web, desktop, green screen, virtual

**Integration**
- Built for DevOps (Future proof)
- Easy integration into CI/CD pipeline
  (Jenkins, Azure DevOps, Jira, and more)
Our clients were looking for a tool that is robust, reliable and easy to use for non-technicals

- 97% Productivity gains
- 3-10x Faster time to market
- 90% Reduction in application errors
- 10 minutes To build a first flow
We are Leapwork

June 2015
founded, Copenhagen

200
employees in 11 countries & 8 offices

95%
of revenue outside Nordics

75M $
total funding

Christian Brink Frederiksen (DK)
Co-founder & CEO

Claus Rosenkrantz Topholt (DK)
Co-founder & CPO

Investors

KKR
salesforce
DN Capital
Headline

Copenhagen
London
Paris
New York
Frankfurt
Amsterdam
Gurgaon (India)
Minsk
400+ global enterprises
Thank you!

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